



END POLIO NOW



END POLIO NOW NEWSLETTER

MARCH 2010

Scaling new heights to end polio

"You breathe and you breathe and you breathe. And then you take a step." That's how Finbar O'Sullivan, a member of the Rotary Club of Kelowna, British Columbia, Canada, described climbing to the summit of 23,000-foot Mount Aconcagua in Argentina, the highest peak in the Western Hemisphere. "It was physically brutal . . . probably one of the hardest things I think I've ever done."

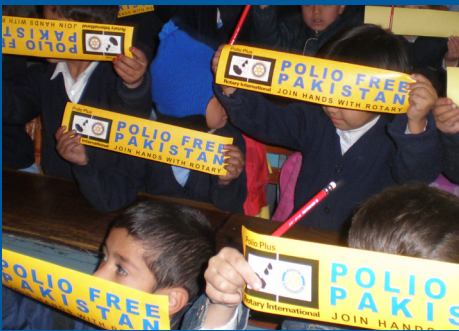


Finbar O'Sullivan celebrates reaching the summit of Mount Aconcagua.

O'Sullivan, 56, says he joined the Kelowna club two years ago because of Rotary's commitment to ending polio. He was part of a team of seven climbers from Kelowna, including four Rotarians, and a guide who made the ascent in December, raising US\$48,000 for Rotary's US\$200 Million Challenge. The feat was part of the club's Peaks for Polio project to raise awareness of the disease and funding to help eradicate it. The project's goal is to make the climb an annual fundraiser until Rotary's challenge ends on 30 June 2012.

"Climbing this mountain was extremely difficult, but it is nothing compared to the difficulties faced by a child afflicted with polio," said fellow team member and Kelowna Rotarian Gordon Savage.

Find out more at www.peaksforpolio.com.



Calling for a polio-free Pakistan — Children at a school in Quetta, Baluchistan, Pakistan, display stickers and pencils promoting polio eradication, distributed by members of the Rotary Club of Quetta Bolan. Rotarians elsewhere in the country have provided schoolchildren with these and other materials, including T-shirts, caps, and illustrated polio story booklets.

Polio Facts & Figures

| Area | Number of cases in 2009 |
|------------------------|-------------------------|
| Afghanistan | 38 |
| India | 732 |
| Nigeria | 388 |
| Pakistan | 89 |
| Non-endemic countries | 350 |
| Total worldwide | 1,597 |

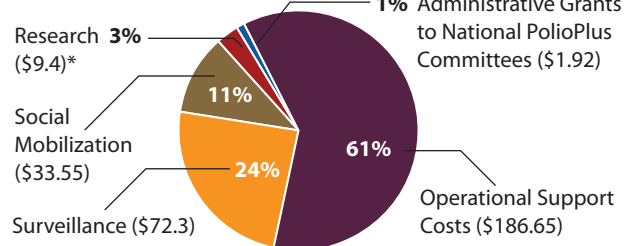
(Data as of 3 February/World Health Organization)

For the latest on the number of polio cases, progress reports on polio-endemic countries, and other information, go to www.polioeradication.org.

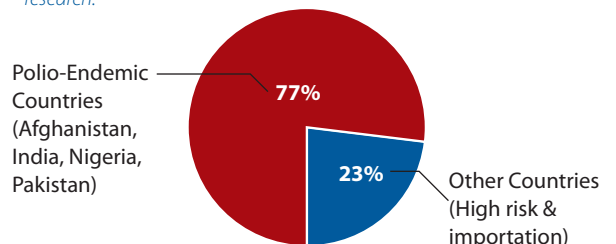
Where does the money go?

- Operational support** — Activities that ensure the polio vaccine reaches all children. Operational Support Costs include manpower, training and meetings, supplies and equipment, and transportation.
- Surveillance** — Highly labor-intensive process to report all potential polio cases
- Social mobilization** — Efforts that raise community awareness of polio immunization activities and the benefits of immunization
- Research** — Scientifically based activities to ensure the goal of a polio-free world is met

DISTRIBUTION OF POLIOPUS GRANTS 2002-09 in US\$ millions



*The terms of the Gates Challenge grant include a small component of funding for research. Rotary (PolioPlus) has not traditionally funded research.



RIISING TO THE CHALLENGE

Rotary's US\$200 Million Challenge totals*

US\$109M

*As of 10 February 2010

Business seminar boosts bottom-line support

A professional development seminar held in Greensboro, North Carolina, USA, in October, netted more than \$50,000 for Rotary's challenge. The entire \$199 registration fee for the one-day seminar, called Grow Your Business and Help a Great Cause, went to support polio eradication. Presented pro bono by Sandler Training, the event drew almost 200 business people and sponsorship from several local businesses. More than 70 percent of the participants were non-Rotarians, which also broadened Rotary's visibility in District 7690 and enhanced the potential for membership growth.

"When business professionals improve their leadership, management, and sales skills, everyone wins," says Abby Donnelly, a partner at Sandler Training and a member of the Rotary Club of Crescent, as well as district membership chair. "We have a more effective workforce, better business results, a stronger local economy — and we raised a lot of money to eradicate polio."

This year's seminar is scheduled for 18 October. For more, contact Donnelly at abbyd@sandler.com.

Fundraising roundup

- Screenings of the movie *Amelia* by Rotary clubs at 20 venues in Australia garnered US\$27,500 for the challenge during a week in November. A festive film night sponsored by Rotarians in Adelaide, for example, featured a dinner, champagne, and a raffle.
- A 10-kilometer Race to End Polio Now, held in Shatin, Hong Kong, in November, netted more than US\$27,000. Sponsored by District 3450 (Hong Kong, Macau, Mongolia), the race drew more than 700 runners, including Rotarians and family members, Rotaractors, Interactors, and inbound Ambassadorial Scholars. Sales of End Polio Now T-shirts also contributed to the total.
- Five Rotary clubs in District 2260 (Norway) sponsored food kiosks at a two-day air show in Rygge in August, raising US\$17,600. Good weather and 20,000 spectators combined to make the effort a success. "Hot dogs, mineral water, and ice cream seemed to be just what the visitors wanted," said Hans Magnus Lie, a member

of the Rotary Club of Rygge. "Business was so good [the Rotarians] hardly had time to grab a hotdog for themselves."

- Sales of a Dutch postage stamp with the End Polio Now logo have generated more than US\$64,000 since its issue in January 2009. Designed by Anthony van Vliet, governor-elect of District 1600, and produced by members of the International Fellowship of Rotary-on-Stamps in the Netherlands, the 44-euro-cent stamp is available for €6.60 per sheet of 10. The price includes a €2.20 surcharge, which goes to Rotary's challenge. For more, contact van Vliet at a.van.vliet09@freeler.nl.
- The Rotary Club of Medford, Oregon, USA, is selling Goodbye Polio Rose, a type of rose bush to which it has exclusive rights in the United States. The club raised more than \$4,000 for the challenge in 2008-09.



Tools & Resources

Clubs and districts can order the following tools and resources online at shop.rotary.org or from Publications Order Services (e-mail: shop.rotary@rotary.org; phone: 847-866-4600; fax: 847-866-3276) or the international office serving their area.

- *Rotary's US\$200 Million Challenge* DVD (985) provides an overview of Rotary's continuing efforts to eradicate polio and the fundraising initiative to match the Gates Foundation grants. (\$15 each)
- *Rotary's US\$200 Million Challenge* brochure (986) describes Rotary's commitment to finish polio and encourages support for the challenge. (free)
- *Amazing Stories of Polio!* (976) is a 16-page illustrated history of the disease and the eradication effort. (\$0.75)
- *PolioPlus Headliner Kit* (Web only) contains a sample news feature, a press release, an opinion piece, and a letter to the editor, all easily adaptable in local communities to promote global polio eradication.
- *Rotary's US\$200 Million Challenge* poster (987) encourages participation in the challenge. Suitable for display at Rotary meetings, fundraisers, and other events. (free, limit two per order)
- *End Polio Now Pins* (988) help raise awareness of the eradication effort. (\$50/lot of 100)

To donate directly to Rotary's challenge, go to www.rotary.org/endpolio. Donors in the United States, Canada, and Australia can automatically transfer funds electronically from their checking, savings, or credit card accounts by enrolling in TRF-DIRECT. Once enrolled, donors can contribute to PolioPlus to support Rotary's US\$200 Million Challenge.

Watch polio eradication videos and public service announcements on the Rotary International YouTube channel and include the link on Rotary club and district websites.

Find fundraising tips and ideas.

Join the official End Polio Now cause page on Facebook. Make a donation to support polio eradication, invite others to be a part of the cause, and keep track of how many people you've recruited.

Social Networking

Rotarians, Rotaractors, and Interactors who are registered on www.facebook.com, www.linkedin.com, and www.twitter.com are urged to share their Rotary's challenge fundraising stories so others can gain ideas for launching fundraisers in their communities.

Text POLIO to contribute US\$5

Rotarians and non-Rotarians in the United States can help support polio eradication by texting POLIO to 90999. A one-time donation of \$5 will be added to your mobile phone bill or deducted from your prepaid balance. You will also receive up to 1 message per day from The Rotary Foundation Alerts. Msg&Data Rates May Apply. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of The Rotary Foundation by the mGive Foundation and subject to the terms found at www.mGive.com/A. To unsubscribe text STOP to 90999, for help text HELP to 90999. Privacy Policy <http://mgive.com/PrivacyPolicy.aspx>.

We want to hear from you!

If you have a success story, please e-mail us at rotary's200millionchallenge@rotary.org.